
PREPARING STUDENTS FOR CAREERS IN SUSTAINABILITY

PAIGE KNUTSEN, LEED AP, THE LOCAL ECONOMIC AND
EMPLOYMENT DEVELOPMENT (LEED) COUNCIL & CHICAGOLAND
GREEN COLLAR JOBS INITIATIVE

VICTORIA COOPER, WILBUR WRIGHT COLLEGE & CHICAGOLAND
GREEN COLLAR JOBS INITIATIVE

ILLINOIS SUSTAINABLE UNIVERSITY
SYMPOSIUM, JULY 29, 2008

Agenda

- ❑ What is a Green Collar Job?
- ❑ Educating for Green Collar Jobs
- ❑ Chicagoland Green Collar Jobs Initiative

Defining Green Collar Jobs

- ❑ Becoming a common term, but there is not a common definition.

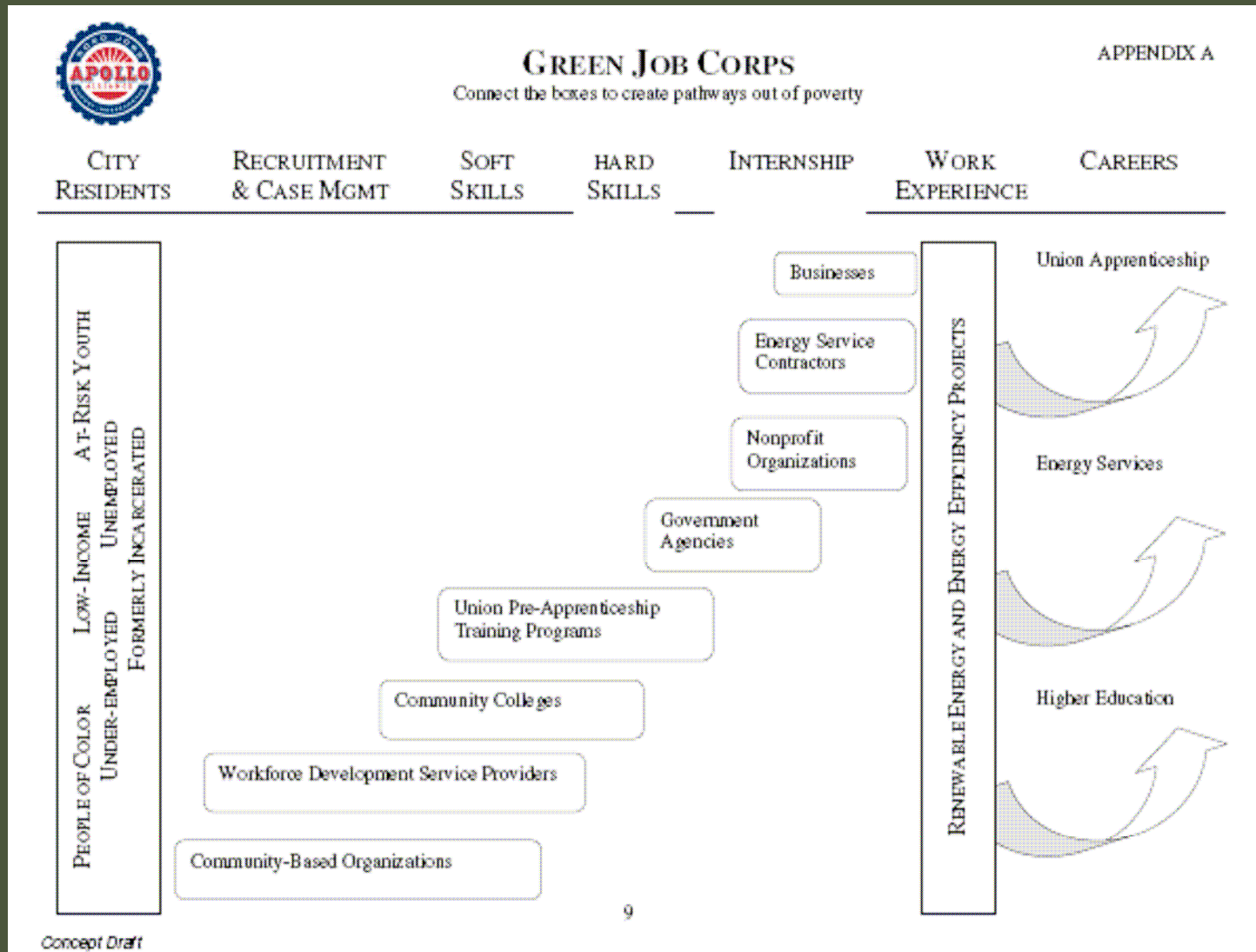


Green Collar Jobs Policy

Environment

- ❑ Workforce supply and economic demand are central to understanding the new “green economy”
- ❑ What are the new industries and jobs?
 - building and construction industry for new and existing buildings
 - energy efficiency and re-use of the existing built environment for renovation or building materials re-use
 - alternative energy systems: solar, solar thermal, geothermal, wind and wave energy along with others not yet developed
 - Urban agriculture
- ❑ Fluid definition of the jobs and the economy can create pathways for diversity and innovation from entry level jobs to career pathways

Pathways Out of Poverty Diagram



Educating for Green Collar Jobs

- ❑ This is the future
- ❑ Imbedding 'green' into all levels of curriculum
- ❑ Tweaking existing programming to include aspects of 'green'
- ❑ Workforce Training

Chicagoland Green Collar Jobs Initiative (CGCJI)

- ❑ Founded Summer 2007 to organize stakeholders around emerging field of GCJ
- ❑ Multi-organization collaborative
- ❑ MISSION: The mission of CGCJI is to develop a skilled workforce that is ready to meet employer demands in the new “green” market and to capture new employment opportunities for Chicagoland low-skilled individuals

CGCJI Founders and Partners

STEERING COMMITTEE

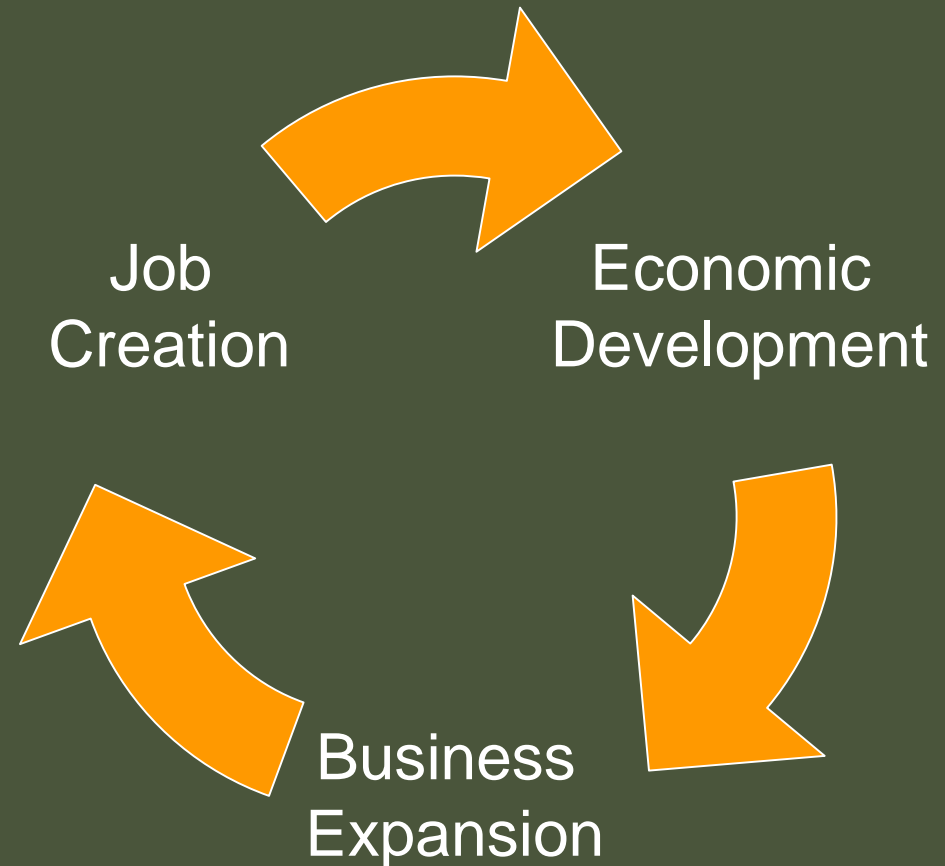
- LEED COUNCIL
- BIG: Blacks in Green
- City of Chicago, Dept. of Env.
- Chicago Federation of Labor
- Wilbur Wright College
- USGBC Chicago Chapter
- Delta Institute
- Midwest Energy Efficiency Alliance (MEEA)
- Chicago Sustainable Business Alliance

PARTNERS

- Association House of Chicago
- Bickerdike Redevelopment Corp.
- Center for Labor and Community Research
- Chicago Botanic Gardens
- Chicago Jobs Council
- Christy Webber Landscapes
- CMAP
- Elliott Donnelley Youth Center
- Grounds For Growth
- Heartland Alliance
- National Transitional Jobs Network
- Interfaith Worker Justice
- Jane Addams Resource Corporation
- Little Village Environmental Justice Organization (LVEJO)
- Logan Square Neighborhood Association
- Millenia Consulting
- North Lawndale Employment Network
- OAI, inc.
- Pace
- Ross Marketing Group
- Shore Bank
- Sierra Club, Illinois Chapter
- The Partnership for New Communities

CGCJI Mission

- Collaboration of organizations focused on Green Collar program development
- Develop a **Green Collar Resource Hub** to facilitate job training, economic development and development of green collar career paths
- Focus on construction, urban agriculture and service jobs



Challenges Facing Green Jobs Initiatives

- ❑ Unclear definitions create both uncertainty and opportunity
- ❑ The environmental movement has traditionally been a social movement based on virtue and commitment, not economic drivers
- ❑ The workforce development community is based on economic drivers, not virtue and commitment
- ❑ The political process creates distortions such as
 - unfulfilled expectations on the part of potential recruits
 - tax incentives that favor certain technologies over others
 - inadequate educational preparation for job requirements
 - lack of integration of green economic development and workforce development

The Future of Green Collar Jobs and Job Training

- ❑ Matching Job Creation and Job Training to optimize economic growth
- ❑ Legislating to create opportunities on both the supply and demand sides of the equation at both the State and Federal level
- ❑ Success based on including appropriate stakeholders in the process
- ❑ Avoiding the *Green Washing Effect*

Green Collar Jobs Resources

- ❑ Chicagoland Green Collar Jobs Initiative
www.greencollarchicago.org
- ❑ The Workforce Alliance www.workforcealliance.org
- ❑ The Center for Wisconsin Strategy (COWS) www.COWS.org
- ❑ Green For All
www.greenforall.org
- ❑ Sustainable South Bronx
www.ssbx.org
- ❑ The Apollo Alliance (Oakland, California)
www.apolloalliance.org

Report: [Greener Pathways: Jobs and Workforce Development in the Clean Energy Economy](#)

Contact Us

- Paige Knutsen, LEED AP
Director of Sustainable Development
The LEED Council
paige@leedcouncil.org
(773) 929-5552 ext 226
- Victoria Cooper, PhD
Director, Env. Technology Program
Wilbur Wright College
vcooper@ccc.edu
(773) 481-8979